

 **IILM UNIVERSITY**

Greater Noida

# **BA (Hons) Journalism and Mass Communication**

AI-Powered Storytelling for Modern Media







Dr Nihar Amoncar



Dr Akhil Damodaran



Dr Aswani RS

## PROGRAMME OVERVIEW

The BA (Hons) Journalism and Mass Communication at IILM University equips students with the skills, knowledge, and ethical foundation to excel in the rapidly evolving world of AI-driven media and communication. The programme integrates artificial intelligence, data analytics, and automation with traditional media expertise, fostering critical thinking, storytelling, and digital proficiency.

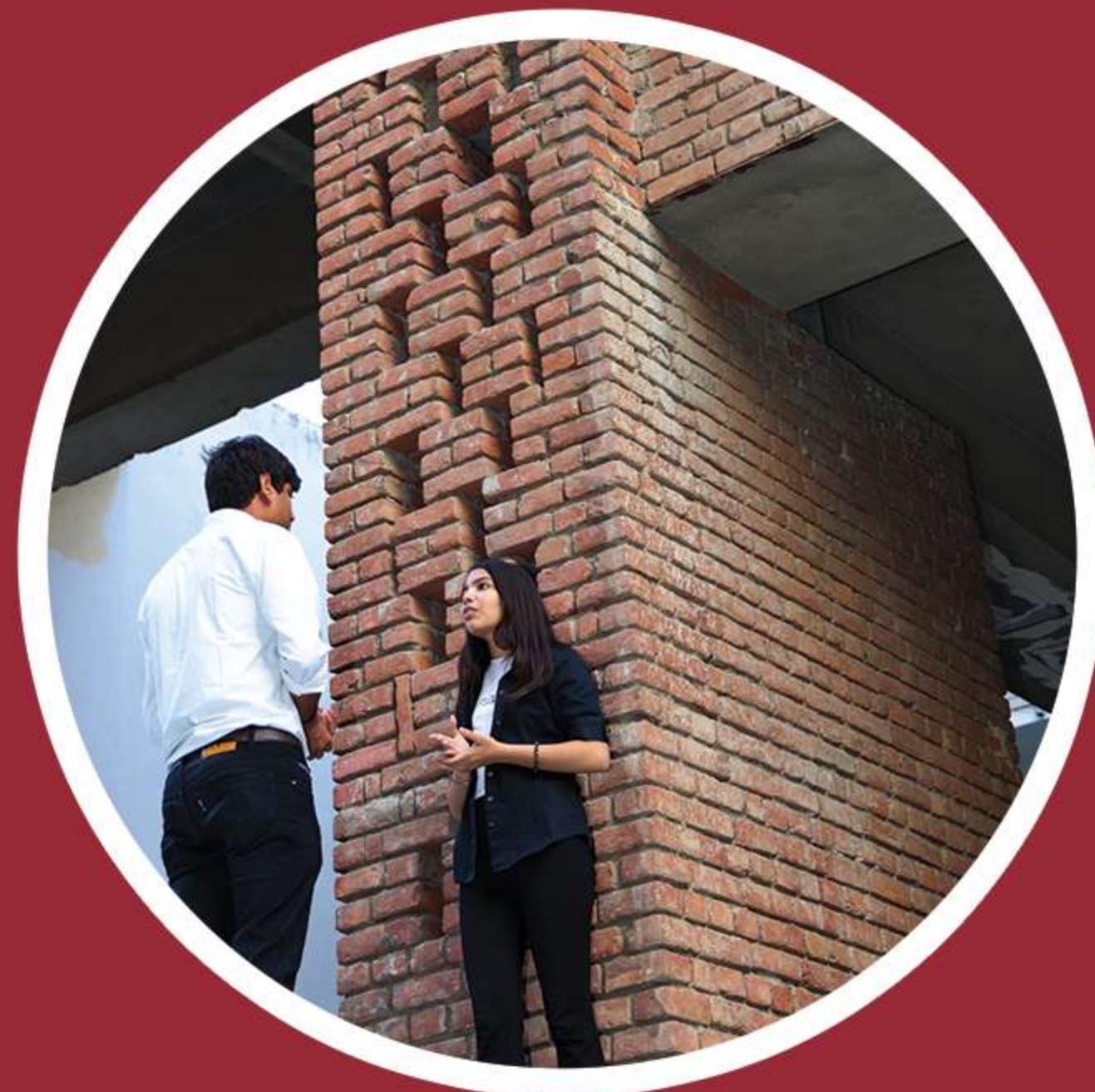
With a focus on AI-powered journalism, digital media innovation, and intelligent content creation, this degree prepares students for diverse careers in journalism, media production, public relations, and digital communication. Nearly 60% of courses at IILM integrate AI tools, led by Dr Akhil Damodaran, offering students a competitive edge through customised GPT-based assistants, AI-driven media simulations, and self-paced modules.

Industry expertise is further enhanced by Dr Aswani RS, whose experience in political reporting, television, and film ensures students gain practical skills in strategic communication, branding, and storytelling.

The IILM Centre for Excellence in AI and Metaverse acts as a hub for innovation in media education, equipping students with cutting-edge tools to navigate the future of journalism, digital storytelling, and content creation.







## PROGRAMMES OFFERED (GREATER NOIDA)

### BA (Hons) Journalism and Mass Communication with specialisations in:



**Digital and Immersive Storytelling:** Create compelling visual narratives using AI, AR, VR, and digital media tools. Blend technology and storytelling for journalism, entertainment, and digital platforms.



**Advertising & Public Relations:** Explore AI-driven advertising strategies, brand storytelling, and digital marketing innovations. Learn to create impactful campaigns, analyse consumer behaviour, and leverage automation tools to shape brand identities.



**Public Affairs & Political Communication:** Specialise in political analysis, campaign strategy, and media influence in governance. Gain expertise in public diplomacy, advocacy, and digital political communication.



**Film, OTT & Entertainment Media:** Delve into AI-enhanced film production, OTT content strategies, and digital entertainment. Master storytelling for cinema, web series, and streaming platforms.



**Corporate Communication:** Develop skills in corporate communication, crisis response, and AI-powered reputation management. Learn how organisations navigate media crises in the digital age.

IILM University offers specialised tracks within the BA (Hons) Journalism and Mass Communication, equipping students with interdisciplinary expertise for career readiness in the AI-driven media landscape.



## EXPANDED COMBINATIONS & CAREER IMPACT

### Specialisation Tracks and Career Pathways:-



#### **SPECIALISATION**

Digital and Immersive Storytelling

#### **POSSIBLE CAREERS**

Mobile Journalist, AR/VR Content Producer, Digital Documentary Filmmaker, Podcast Producer, Digital Content Manager



#### **SPECIALISATION**

Advertising & Public Relations

#### **POSSIBLE CAREERS**

Brand Strategist, Advertising Creative Director, Social Media Manager, Public Relations Specialist, Public Affairs Manager



#### **SPECIALISATION**

Public Affairs & Political Communication

#### **POSSIBLE CAREERS**

Political Strategist, Public Policy Communicator, Government Relations Officer, Political Campaign Manager, Public Opinion Analyst





## **SPECIALISATION**

Film, OTT & Entertainment Media

## **POSSIBLE CAREERS**

Film Producer, OTT Content Strategist, Entertainment Journalist, Script & Content Developer, Digital Distribution Manager



## **SPECIALISATION**

Corporate Communication

## **POSSIBLE CAREERS**

Corporate Spokesperson, Communication Strategist, Internal Communication Lead, CSR & Sustainability Communicator, Media & Crisis Manager





## LEADERSHIP, SPORTS & EXTRACURRICULAR ACTIVITIES

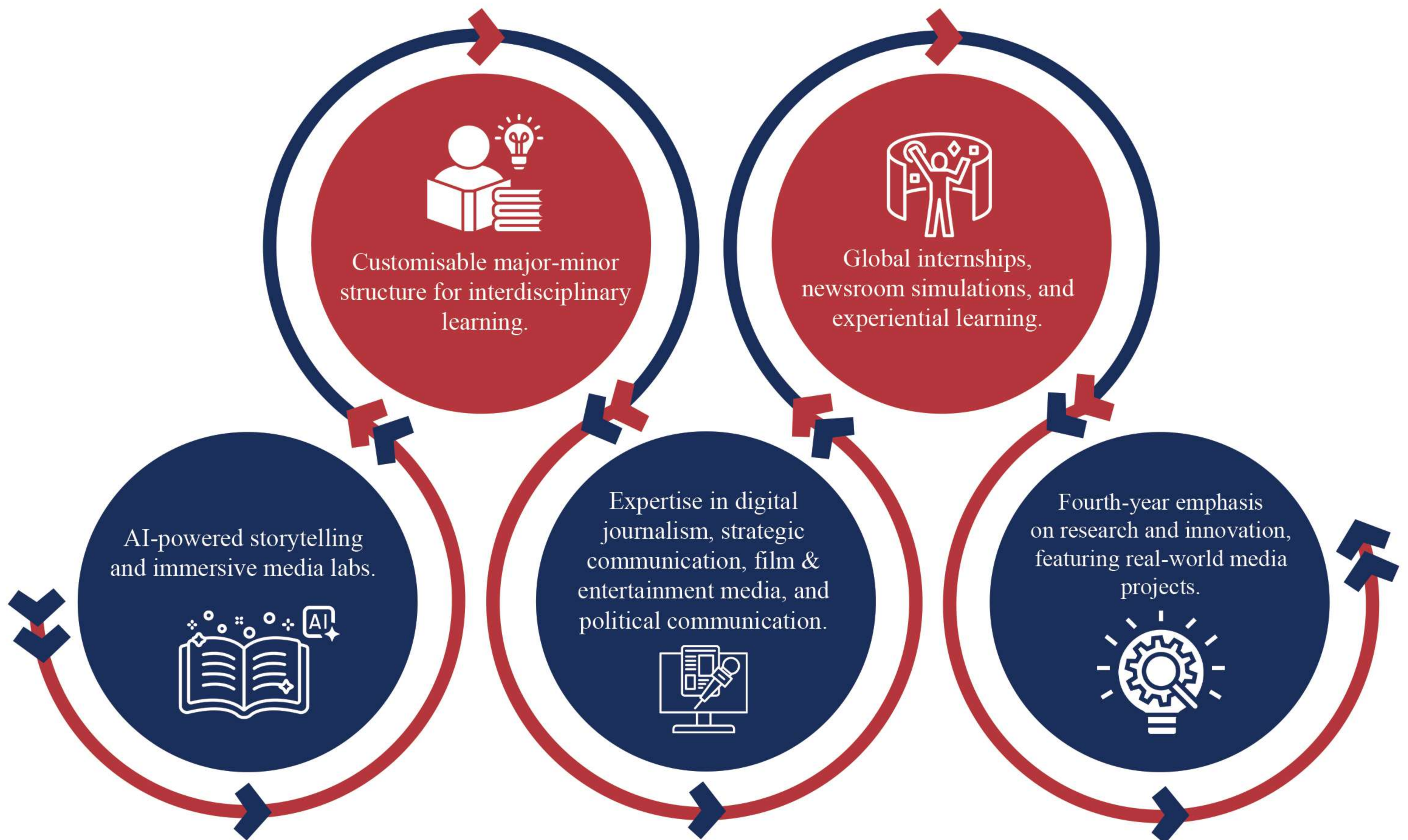
At IILM, learning extends beyond the classroom into competitive events that foster leadership, teamwork, and resilience. Through a variety of sports such as cricket, football, basketball, pickleball, and badminton, students develop strategic thinking, team coordination, and a competitive spirit-essential qualities for future leaders.





# WHY CHOOSE BA (HONS) JOURNALISM AND MASS COMMUNICATION

The BA (Hons) Journalism and Mass Communication at IILM University is a future-focused, AI-integrated, and industry-driven media degree. The programme prepares students for leadership in the dynamic digital and media landscape, offering:



IILM ensures graduates are industry-ready, adaptable, and equipped to thrive in the ever-changing world of journalism and mass communication.





Be part of the media revolution. Apply now!

Step into the future of media with a tech-integrated, AI-driven curriculum that prepares you for leadership in journalism, digital storytelling, and strategic communication. Our interdisciplinary approach ensures you graduate industry-ready and globally competitive, equipped with cutting-edge skills in AI-powered journalism, immersive media, and digital communication.

### **CONTACT DETAILS:**

**IILM University, Greater Noida**

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